

ANALYSIS OF PRAGMATIC ASPECTS OF “TEMPO ENGLISH” ADVERTISEMENT IN EDITION JUNE 29 - JULY 5, 2015 AND JANUARY 25-31 2016

A THESIS

Submitted To English Language Teaching Department, *Tarbiyah and Teacher Training*
Faculty, Syekh Nurjati State Islamic Institute Cirebon in Partial Fulfillment of the
Requirements of Undergraduate Degree



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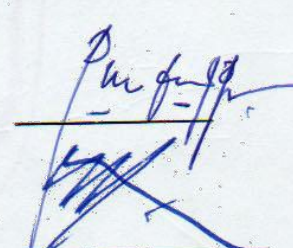

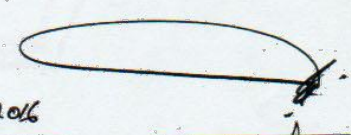
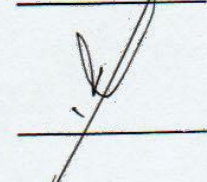
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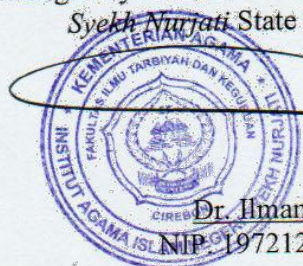
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RATIFICATION

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Assalamu'alaikum Wr. Wb.

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The writer's name is Silviana Ulfa Apriani. She is the first child in her family, she has two young brothers and she doesn't have sister. She was born on April 10th 1992 in Tegal. She lives in Tegal. In Jl. Kirta Utama Karanganyar no.07, RT03/RW 02 Kec. Kedung Banteng kab. Tegal.

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ABSTRACT

Silviana Ulfa Apriani, 1410130152: *Analysis of Pragmatic Aspects of “Tempo English” Advertisement In Edition june 29-July 5,2015 and January 25-31,2016*

In this research the researcher focus on Analysis of Pragmatic Aspect of “Tempo English” Advertisement in edition June 29 - July 5, 2015. The researcher want to observe about the pragmatism language aspect in the advertisement in “Tempo English” magazine. “Tempo English” magazine is a famous magazine in Indonesia. The researcher want to determine the application of pragmatic aspect of advertisement language used in “Tempo English” magazine.

The aims of this research are: 1) To find out the types of speech act in “Tempo English” magazine, 2) To find out the locutionary, perlocutionary and illocutionary act in advertisement of “Tempo English” magazine.

This research is qualitativite which is the subject of the research is “Tempo English” magazine while the object is the advertisements in the “Tempo English” magazine. The method that is used in this research is the library method. The writer reads carefully and critically to get the comprehension about the pragmatic aspect in advertisement language. then the data and information are analyzed by learning the meaning.

Based on the result of observation, the usage of pragmatic aspects in the “Tempo English” magazine, the writer finds some conclusions as follow: Firstly there are thirteenth advertisement that consist of speech act type that is found in the “Tempo English” magazine. The sentence types are declarative and imperative and the speech act are assertion and request. Secondly, pragmatics in advertisement language in “Tempo English” magazine consist of three aspect: locutionary, perlocutionary and illocutionary act.

Keywords: Analysis, Pragmatic Aspect, Advertisement



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CHAPTER 1

INTRODUCTION

1.1 Background of the Research Problem

Language is the tools of the communication used by human being. There is not any people do not use the language because language is important in social communication. Language is used when man communicates to others to convey a purpose and meaning when they meet others or themselves.

Human and language are two things that can not be separated from one to another. In this case, language plays a role as a communication tool. Currently, the various media of communication develop so rapidly. One of the media communication is through magazine. There are many rubric in the magazine, beside news, opinion, profile and many more, there is advertisement. Through advertising in various media, communication can be develop between produser to the consumer. Although with different form, but still the language becomes the main thing in its delivery. Almost everyday people are presented a variety of advertising can be found every where and anywhere.

Monle and Carla Johnson defines advertising as a commercial and no personal communication about an organization and it's product are transmitted to a target audience through mass



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media such as television, radio, newspaper, magazines, direct mail (direct posting), outdoor billboard, or public transportation (2004:3). From this it's clear that advertising is mass communication media.

Advertising is a media campaign for the circles that want to inform, among others, the idea of goods and services. Language is used to convey information or messages in advertisements. The use of language in advertisements is aimed at influencing the reader or listener. Thus; it is made as attractive as possible so that the destination or persuasion function can be achieved. The Information conveyed through text advertisement are give explanation of the goods being promoted.

On the contrary, the intention is to praise and deliver to the general public and the consumers about what is promoted. Advertisement is any form of communication that is intended to motivate a person of potential buyers and sellers to promote a product or service, to influence public opinion, winning public support to think or act in accordance with the wishes of advertiser.

Meanwhile according to Paul Copley, advertising is by and large seen as an art- the art of persuasiion and can be defined as any paid for communication designed to inform and persuade.

Where advertising is an art of persuasssion and can be defined as communication design funded to inform and to



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persuade. From some of the above understanding, the advertisement is basically a means of communication used by communicator in this case the company or manufacturer to convey information about the goods or services to the public, especially its customer through a mass media. In addition, all advertisement are created at the same goal which is to inform and persuade consumers.

Advertisement is form of communication between producers and advertisers with consumers. Advertisement includes one-way form of communication. It means something to inform others so that they or the reader knows what is meant the declarant by advertisers.

Advertisement consist of two elements of the words or text and pictures,. So, the key to advertising is language. Advertising language must have characteristic, such as: short, concise, clear and easy to understand, and be a persuasive or attract the attention of the public. How to make the reader or consumer interest with the advertisement.

According to Rhenald Kasali (1995:83), advertisement language is a requirement that includes the preparation of advertising attention, interest, desire, conviction. Therefore, advertisement makers do not only collect the next word which is



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bundled at random, but try to arrange, establish and operate these words.

Human referred to as a social being in her life when she was able to interact with each other. In this case people interact do not always say what he means. For example, the utterance “The room is hot”, not only serve as a sentence “hot” , but news that the room depending on the context, the command or request to someone else to to open the window or door, remove the jacket or turn on the Air Conditioner.

The “Tempo English” is Indonesia’s news weekly magazine that covers news and politics. Starting from 12 september 2000 Tempo has also been published in English. Since its inception, the deputy editor-in-chief of the English edition of Tempo has been Yuli Ismartono, who during Tempo's ban was the vice-president of corporate communications for Freeport Indonesia Ismartono's daughter, Atika Shuberti, is a CNN foreign correspondent based in London.

In this research the researcher focus on Analysis of Pragmatic Aspect of “Tempo English” Advertisement in edition June 29 - July 5, 2015. The researcher want to observe about the pragmatism language aspect in the advertisement in “Tempo English” magazine. “Tempo English” magazine is a famous magazine in Indonesia. The researcher want to determine the



application of pragmatic aspect of advertisement language used in “Tempo English” magazine.

1.2 Formulation of the Problem

Formulation of the problems in research included kinds of the problem, identification of the problem, and the main problem.

1.2.1 Kinds of the Problem

From the tittle of the thesis and background of the problem in which have explained, the researcher finds out and list several problem to identify in this study, they are:

- 1) What are the advertising language in the advertisemnet on “Tempo English” magazine
- 2) What are the different of locutionary act, perlocutionary act and illocutionary act that found in the advertisement of “Tempo English” magazine.

1.2.2 Identification of the Problem

The identification of the problems will be study speech act. The writer will be finds the speech act on the advertisement in “Tempo English” magazine. The speech act that found will be convey to understand the meanings. The writer will define the sentences in what kind of speech act is that.the last the writer also would like to identification the locutionary act, perlocutionary act



and illocutionary act that found in the advertisement of “Tempo English” magazine.

1.2.3 The main Problem

The main problem of the research is the most reader did not know about the pragmatic aspects especially on speech act that appears in the advertisement in the “Tempo English” magazine. So the researcher want to analyze it.

1. 3 Questions of the Research

Based on the explanation above, the problem investigated are stated as follows:

- a. What types of speech act are found in “Tempo English” magazine?
- b. What locutionary, perlocutionary and illocutionary act are found in advertisement of “Tempo English” magazine?

1. 4 Aim of the Research

The aims of the research which are accordance with the problem that will be investigated of Analysis of Pragmatic Aspects of Advertisement Language Used in the “Tempo English” magazine are as follows:

1. To find out the types of speech act in “Tempo English” magazine.
2. To find out the locutionary, perlocutionary and illocutionary act in advertisement of “Tempo English” magazine.



1.5 Usefulness of the Research

The significance of the research is the writer write this research to find out the pragmatic aspects that exist in the advertisement language in the “Tempo English” magazine.

Beside that, there are benefits in this research, the benefit of the study are divided into two parts:

a. Theoritically

The usefulness of the research theoritically are to describe the pragmatic aspect of language, to understand the various definition of pragmatics and to provide benefits in the field of language teaching for media of learning pragmatic.

b. Practically

This research can give contribution for students, lectures, and the other researcher that investigate in the same field. The usefulness for students and other researchers are hope they can get additional knowledge in the English literature. The researcher hope that, this research have contribution in the development of English language.



1.6 Theoretical Foundation

Based on the theoretical description and result of the relevant studies, the researcher arrives at frame of thought of this study.

In learning language process, especially in understanding English linguistics, many problem face by the students to learn linguistic branch, especially in pragmatic such as their ability to understand the explicit and implicit meaning of advertisement language aspect, sometimes students find the difficult meaning. Student also difficult to study about the right pragmatic to use in the sentences. So, how the student understand about the content of advertisement if they do not know about the pragmatic meaning and the good code ethic in advertisement. From that study case the researcher wants to analyze Pragmatic Aspect of Advertisement language used in “Tempo English” magazine.

There are some items that will be discuss in this research

1.7 Advertisement

a. Definition of Advertisement

Advertisement is news order to encourage or persuade the public about the objects and services offered, a notice to the public about the goods or services sold and installed in the mass media such as newspapers or magazines (Raharjo, 1991: 153). That’s why advertising experts should agree to create and set limit and



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ethics of advertising so as not to harm consumers or community. This is in addition to maintain ethical advertising also maintain the stability of society in order not damage by the impact of excessive advertising.

According to Hary Tanoe (2013:82) if you want to improve the amount of selling or getting more consumers you must be active to promote your buissness from time to time. Bussiness is not only have a best product but also supported by advertisement through media. Promotion is a tool of communication to make a produk well-known by many people. We can use mass media like television, radio, newspaper and magazine to advertise our product.

Academician said that advertisement is a major promotion of managment that use paid media to convey the message to the consumers. Meanwhile clients and advertising practicion look adversiment just for media to communicate with the consumers.

Every advertisement has four elements, there are; title, logo, offering product, and the last is identity (Hanh, 1997:19). Hanh also said in his book that as a producer of making advertisement don't forget to remember about ARM. ARM is Attention (are you succesfull to get a reader attention), Retention (Are you succesfull to drive the reader interest?) and Motivation (Are you succesful to motivate the reader act as well as you hope).



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Based on data and facts on the background, almost every second breath and our lives side are not quiet of the target advertisement begin from about education, employment, marriage, health and economic and especially political. If we calculation economically very large capital value and income earned by company's advertising. And "stupid brain's we'll understand how wonderful life is our health problems so there is a direct "cured" within a few seconds with only a particular brand of medication, as well as economic issues, education, and career until marriage partner can be overcome with the instant as we were see in the advertisement.

b. The function of advertisement

According to Rot Zoill through Renda Widyatama (2005:147) describe the function of advertising in the four functions. These four function will be described as follows:

1. Acceleration Function

Advertising works to accelerate change in a condition of the original state can not make a decision to be able to make a decisions. An example



is the increasing demand, creating awareness, and knowledge about a product.

1. Persuasion Function

Advertising serves to arouse the audience according to the message being advertised. These include emotional appeal, convey information about the characteristic of a product and persuade a consumers to buy a product.

2. Reinforcement Function

Advertisement can confirm that a decision has been taken by the audience.

3. Reminder Function

Advertisement can remind and further strengthen the product being advertised. Advertising on television has a tendency to use verbal speech acts differ from one advertising or in other words, the advertisements on television tend to use colloquial language. The conversation was very helpful to explain the purpose of language. the conversation was very helpful to explain the purpose of the conversation so that the phrase is used also cultivated an effective sentence. Even the same type of advertising also has a different speech acts.

The advertisement are aired on television have diversity in order to capture customers by packaging it



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interesting language. even after capturing the consumers, each advertisement showing the benefits of the advertised goods. In addition, the advertisement often appears over and over again so that will further give the impression to consumers will always remember with no regard to similar product.

Advertising is very important because it has a critical communication function (Shimp:2000) :

1. Informing

Advertisement make consumers aware of new products, provide information about the particular brand, and inform the characteristics and advantages of a product. In the early stages of product categories, advertising is needed to build the primary request. Advertising is an efficient form of communication because it can reach a broad audience with relatively low cost.

2. Persuading

This objective is very important at this stage of competition, where the company wants to built selective demand for certain product (Kotler, 2000 : 578). Several advertisement using comparative advertising which give the



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comparison of two or more attributes of the brand or product explicitly.

Effective advertisement will separately try to persuade consumers to use or consume a product. Sometimes the advertisement can affect primary demand that form the demand for whole categories of product. Often the advertising is intended to build a secondary request is a request for a particular company's brand.

3. Reminding

Advertisement can make consumers still remember the brand or product company. When the need arises relating to particular product, consumers will remember the advertisements about a specific product. So consumers are going to be a candidate buyers. Advertise with the aim of this very important reminder mature product (Kotler, 2000 : 579).

4. Providing Added Value

Advertisement provide added value to certain products and brand by influencing consumer perception. Effective advertisement will provide value added products so that



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products are perceived as more luxurious, more stylish, more prestigious, even exceeding that offered by other product, and overall provides a better quality than other products.

5. Bussiness Support other Promotion

Can be used as a means of supporting other promotional effort such as a tool to distribute sales promotion, support sales representative, to improve the result of the marketing communication. In addition according to Tellis (1998) advertising an impact on the mass production required a company's ability to serve the broad market.

Companies should give their product brand with a unique name so that the conumers do demand for particular item, thus mass production and marketing can be profitable if you have a brand. Secondly mass production requires good packaging. So the company can provide brand on the packaging with the unique design and name. Therefore, advertising is a communication tool of company to the



consumer to deliver quality unique product that can be seen from the unique packaging and brand name product.

c. The Character of Advertisement

Advertisement can be divided into various groups. According to the funding of advertising that is divided into two free advertisement and paid advertisement.

1. Free Advertisement

Free advertisement is the advertisement that in the installation does not require fee.

2. Paid Advertisement

Paid advertisement is advertisements that are in the installation is cost. For example: advertisement on TV, on radio, in newspapers, posters, billboards, and the billboards will cost in the installation.

The division of advertising by its very nature. By their very nature the advertisements are grouped into commercial and non commercial advertisement.

1. Commercial Advertisement

Commercial advertisement is advertisement that offers goods and services. Most of the advertisement that we meet in the different places is a commercial advertisement.



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2. Non Commercial Advertisement

Non commercial advertisement is commonly referred to as social advertisement or public service advertisement. Public service advertisement are not intended to offer goods and services. Usually this advertisement aims to achieve a better life conditions (according to advertiser). Example of non commercial advertisement, among others, advertisement about drugs, about the cigarette advertisement, advertisement about global warming, advertising about water pollution, and advertisement about deforestation. Example of the advertisement was a fraction of the sample public service advertisement or non commercial.

d. The Media of Advertisement

Advertisement can use to several media. The media of advertising consist of:

1. Print Advertisement

Print advertisement is advertisement that spread through the print media. Examples include print advertisement, posters, banners, billboards,



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classified advertisement in newspapers, flyers or leaflets.

2. Electronic Advertising

Electronic advertisement is advertisement that spread through electronic media. Example of electronic advertising, among others; advertisement on TV, advertisement on radio, advertising on the internet. Advertising on the internet is still divided into several types, among others banners, classified advertisement, etc. the division of advertising according to their effectiveness. According to its effectiveness, advertisement can be divided into effective advertisement.

Effective advertisement is advertisement that can give information from the advertiser to the advertisement recipients. Factors that determine the effectiveness of an advertisement, among others, the density of materials, simplicity of language, etc. simply put, advertising is not effective are the advertisement that are not able to convey information from the advertiser to the reader. Whether it was too long, rambling, or language that



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is overly complex and poorly understood by the recipient advertisement.

e. The Type of Advertisement

The type of advertising consists of:

1. Advertisement in Newspaper

Despite the fact the newspaper did not differentiate types of specifically advertisement; here are some useful types of advertising division as the base frame of mind in advantaging this medium. In this context, advertisement in the newspaper can be classified for classified advertisement, display advertisement, and supplement advertisement.

a. Classified Advertisement

Classified advertisement is the first advertisement that was known to public. Generally consist of commercial messages that relate to the needs of advertising. Such as job advertisement, loss, change your address, buying and selling used vehicles, offering services, etc.



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b. Display Advertisement

This type of advertising is the most dominant advertising in newspaper, its size very variation, but usually at least two columns, until one full pages colored, advertising display usually also distinguished by:

- Local display advertisement

The advertisement in the messages by local advertisers, organizations or a particular person who chooses the lowest tariffs.

- National display advertisement

Ordered by Multinational Corporation, national organizations and certain business groups to promote their product on the market or to support marketing campaigns in certain areas. An advertiser is willing to



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pay on this type of high tariffs.

c. Supplement Advertisement

Supplement form is more widely used by magazines than newspapers. In Indonesia form of supplement as a throwaway have not been known. There are two kind of supplement:

- Syndicate Supplement

Publish by independent publisher and can be distributed as supplement or adjunct in the entire newspaper published in that country.

- Local Supplement

Made by newspaper publisher or group of newspaper publishers that will be disseminated through the media.



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2. Advertisement on Radio

Radio is a medium which has a range of selective towards certain market segments. In an agrarian society with a very wide range of areas, radio has answered the need to ensure that communication can spur changes in society. In development, the radio is very familiar with the traditional communities and young people. A character of this area, David Lerner called it “The Passing of traditional society.” No wonder the media is growing rapidly in all countries that are building as a sub- system within the national communication system.

3. Advertisement on TV

Its ability to cause strong impact on consumers, with two senses: sight and hearing. Television is also able to create flexibility for creative works by combining movement, sound, color, drama and humor. Television has a strong ability to influence the public perception. More prospective buyers are confidence in a



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company that advertised their product on television than not at all.

4. Advertisement in Magazine

Magazine has much more to specialize its products to certain consumers. Each magazine generally has far fewer readers than newspaper readers, but has more clustered market. Age magazine are also much longer than the age of newspaper. Magazine has a depth of content is much different from a newspaper that simply presenting the news. Besides the magazine to accompany the reader by presenting the story of the event with an emphasis on the elements of the entertaining or educating. Magazine is an effective medium for broadcasting advertising messages that smells like a sales promotion coupon which will be drawn, product samples, and the cards clues.

f. Advertisement Language

According to RhenaldKhasali (1995:83), advertisement language is a requirement for preparing advertisement that includes:



1. Attention

Advertisement must be attractive the target market audience attention, good readers, listeners or viewer. That's why advertisement need for help. That includes size, layout, types of letters shown, as well as various special voices for advertising on radio or television.

Therefore only the advertisement that is able to attract the attention alone will be read by prospective buyers. Thus, advertisement that is not attractive in principle is a waste. Some copy writers use special tricks to create the attention of prospective buyer. Such as:

- Use a headline that direct
- Use a catchy slogan
- Highlighting or bold letters on the price (if price is an important element in influencing people to buy).
- Use a selling point of a product such as in a car. For example features power steering, interior design, power windows.
- Using sub-headings to divide the script in a few short paragraphs. Sometimes also used a slightly



darker base color to show contrast with other ads, and lead the reader's eye focus on particular slogan.

- Use bold to highlight the words that sell, for example: FREE, SALE, etc.

From the describe above, the author tried to draw the conclusion that the creation of an ads is not simply write the title, description, and the name and address of manufacturer. A copywriter is also required to carefully look at how words are written will show up and look in the eyes of prospective buyers. Structuring a through and careful will attract attention.

2. Interest

After successfully captured the attention of potential buyers, the problem faced now is how so that they are interested and want to know more. Attention should be immediately increased to interests that arises curiosity in greater detail in self-potential buyers. For that they must be stimulated to want to read and follow the messages being delivered. Thus the use of words or the opening sentence should stimulate people to know



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more. The series of short sentences in English can make the reader want to know more.

3. Desire

Fun pointless prospective buyers with a series of words happily through an advertisement, unless the advertisement succeeded in moving the desire of people to have or enjoy the product. Needs or desire to process, using, doing something should be raised.

4. Conviction

Until to this point, you have successfully created a need for prospective buyers. A number of prospective buyers had begun to waver and her emotions began to touch. Even such resistance arising in prospective buyers in the form of doubt, true that the product or service concerned to give something like the advertisement promised. Experience in past times and deceptive advertising practices also affect these doubts.

To create confidence in potential buyers, an advertisement can be embodied with various activities such as testimonial demonstration or proof, handing out tokens for free, and offered a



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positive view of prominent public figures as well as the results of testing by a third party, for example, Department of Healthy, Department of Industry, etc.

5. Action

Finally we arrive at the final attempt to persuade potential buyers as soon as possible to do an act of purchase or part of it. The proposed form of inducement for prospective buyers hope soon to go to the store, look around at your nearest showroom, take a model, raised telephone, fill out order form or at least keep in their memory as a record to buy it later.

g. Advertisement Language in “Tempo English” Magazine

Advertisement language in “Tempo English” Magazine is:

- Use original Language

The definition is a language that has been standardized, so that language becomes communicative.

- Phrases using interesting and suggestive



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The meaning is able to move people desire to possess or enjoying product being offered.

- Positives connotation used of words

The meaning of is do not offensive or degrading treatment and religion, morals, customs, cultures, ethnicity and class.

- Advertisement text directly toward the target

The meaning of is not to cause some interpretations are less precise.

1.6.1 Pragmatic

a. Definition of Pragmatic

In communication, a single purpose or a function can be expressed in various form or structures. For the purpose of “telling” others, speakers can express it with imperative sentences, declarative sentences, or even with interrogative sentences. Thus, pragmatic is more likely functionalism rather than to the formalism. Different pragmatic and semantic in terms of assessing the purpose of the speech by the unit of analysis of speech acts (speech act), while the lingual semantic unit examines the meaning of (words or sentences) with the unit of analysis of the meaning or significance.



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Levinson (1983) to give restrictions on part include follow-language pragmatics there are speech act, implicature, presupposition, and deixis. Called pragmatic conversation about the purpose of the study or study of the interpretation. According to Leech (1983) pragmatics examines what is meant by the speaker to say X, in contrast to what semantics meaning to study X.

“Pragmatics is the branch of linguistics which studies the language used to communicate in certain situations”, Crystal (1980:173). Hartman and Stork (1972:205) explain that the semantics, pragmatics and syntax are branch of semiotics, the science of signs. Semiotics is divided into three branches of study; first syntactic, the branch of semiotics that studies formal relationship between the signs. Second, semantics is branch of semiotics that studies the relationship with the object signs; and third, the pragmatics is a branch of semiotics that studies the relationship with users’ sign language.

The study is more pragmatics and focused on illocutionary act, perlocutionary act, and locutionary act because there are powers in speech (the purpose and function of speech), perlocutionary act means there is



action as a result of the power of speech. Meanwhile, in the locutionary act have not seen the speech function, which is then the meaning of the words or phrase that spoken.

In this connection means the language user not only required to master the grammatical rules but also must master the rules of the socio-cultural and language user context. Pragmatic is lead to the ability to use language in communication that requires an understanding of the form of language or several of language with the determinants of communicative acts.

Determinants of communicative acts that are (1) who is speaking with whom, (2) for any purpose, (3) under what circumstance, (4) in the context of what other participants the culture and atmosphere, (5) track where (oral or written), (6) media (face to face, telephone, letters, electronics, etc) and (7) in any event (conversation, lectures, speeches and ceremonies).

Quiet a lot seems a definition of pragmatics, here cited some of them are considered quite important;

- Pragmatics is branch of linguistics that examines the use of language, lingual units in use.
- Pragmatics is context-bound of linguistic studies



- Pragmatics is studies meaning in relation to speech situation (Leech,1983)
- Pragmatics is a branch of linguistics that studies language structure externally, how language is used in the communication unit (Wijana, 1996:2)
- Pragmatics is the study of the relationship between languages with a context which is the basis of the explanation of language understanding (Levinson, 1987: 1-53)
- Pragmatics is the study of deixis, implicatures, presupposition, speech acts and aspects of discourse structure (Levinson, 1987: 1-53)
- Pragmatics is the study of language use, while semantics is the study of meaning (Levinson, 1987, 1-53)
- Pragmatics is the study of how language is used to communicate, especially the relationship between sentences with the context and situations of use (Levinson, 1987: 1-53)

Pragmatics has a close connection with the semantics. Leech (1993:8) mentions that the semantic treat meaning as a relationship involving two terms “dyadic” as in “What is X?”, while treating the



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pragmatic meaning as an relationship involving three terms” triadic “as in” what do you mean by X?”, thus the pragmatics meaning of the definition given in conjunction with the speakers or the language user, while the semantic, meaning is defined solely as characteristic expression in a particular language, separate from the situations, speakers and speakers opponent.

It can be concluded that the pragmatic in essence lead to the realization of the language user the ability to use language in accordance with the determinants of communicative action and attention to all the principles of proper use of language.

From the explained above is the pragmatics attention to the principles of the language user. The principles in question are as told by Lyons (1977), quoted by Levinson (1983), the language user in demand has:

1. Knowledge of the role and status, which includes talks and relation its relative position of each of this role.
2. Knowledge about the level of formality of the event, the ceremonial events or non formal said.



3. Knowledge about space, place and timing of the event said.
4. Knowledge about language lead (medium) that written language verbal with rough with the smooth.
5. Knowledge about the precision of a given subject matter related to the language user.
6. Knowledge about the accuracy “of authority” or the determination of language registers.

b. Context

The term “context” is defined by Mey (1993:38) as the surrounding, in the widest sense, in the enable the participants in the communication process to interact and that the make the linguistics expression of their interaction intellegible.

In the pragmatic context is important, because if we examine the pragmatic meaning will directly tied to the context. Closely realated to the pragmatic interpretation of a phrase, and how to interpret the phrase is very dependent on the specific conditions of use such phrases in context. In other words have a pragmatic relationship between language and context grammaticalisation or codified in the structure of language (Levinson, 1983:8).



Besides playing an important role in the reconstruction of the argument, context is also inseparable from the evaluation of argument process.

c. Encoding

In the linguistic encoding, the mind can be changed to be linguistic form which can then run the communication. This encoding process can be understood only when there is a broader communication context where there is a receiver that can be communicated decoding the linguistic form.

According to Psycholinguistics decoding is a complex activity and involves a number of processes utilize our knowledges of the meanings of words in order to obtain the semantic meaning of linguistic forms. However it often happens that the semantic meaning is not meaning to be communicated by the speakers through the manufacture speech act certain.

1.6.2 The aspects of Pragmatic

A. Speech Act

The concept associated with pragmatics in this thesis is speech act. We have been considering ways in which we interpret the meaning of an utterance in terms of what the speaker intended to convey. We



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have not yet considered the fact that we usually know how the speaker intends us to “take” (or interpret the function of) what is said. In very general terms, we can usually recognize the type of ‘action’ performed by speaker with the utterance. We use the term speech act to describe actions such as ‘requesting’, ‘commanding’, ‘questioning’ or ‘informing’. We can define a speech act as the action performed by a speaker with an utterance. For example if you say, i’ll be there at six, you are not just speaking, you seem to be performing the speech act of ‘promising’.

Richards interpret the speech act as the things we can do when we actually speak or the minimum unit of speaking which cans be said to name of function.

Austin (1962: 98-99) said that basically when someone says something, he’s also doing something. Searle (1975) develop a hypothesis that the essence of all utterances contains the meaning of actions and not just speech that has verb performed. Searle (1975) argues that the smallest element in the communication are speech acts such as making questions, explain, apologize, thanks, congratulates, etc. utterance “ I am



sorry for coming late” is not just utterance of regret to inform that person sorry for coming late, but apologized action itself.

Basic grouping speech acts proposed by the Fraser in the nature of relationship and the nature of use of speech act. Based on the nature of relationship speech act, speech act can be divided into:

1. Locutionary Act

Locutionary act are an act of saying something. Locutionary act is fundamental of speech act or generate a meaningful linguistic expression. Locutionary act similar to the relationship principle with predicate or topic with the explanation. Locutionary act is a speech act that merely stating something usually seen as less important in the study of speech act.

Example:

The sword is sharp

The child is diligent

The book is thick

Sword, Child, and book in the example above are Subject. While Sharp, Diligent, and thick are predicate or explanation.



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2. Illocutionary Act

Illocutionary act are an act of doing something in saying something. Illocutionary act forming speech with some function on mind. Illocutionary act displayed through an emphasis of communicative speech. Illocutionary act can be considered as the most important acts in the study and understanding of speech.

Example:

Asti reported that uncle is fine

Danu believed that her mother is well

Father urged that mother to go shopping

Atika offered to accompany Intan to go home.

Example of sentence above contain illocutionary act marked by verb such as illocutionary: reported, believed, urged, offered.

3. Perlocutionary Act

Perlocutionary act are an act some effect because of doing something in saying something. Perlocutionary act contain the purpose and specific effects on the opponent said or listener. Perlocutionary act is a perlocutioner act, it is an



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act to influence the opponent speech such as shame, intimidate, persuade, etc.

Example:

- “Who is say?” Its means unbelief statement

- “it is so hot here” (on same hall), its seem to order another people to open the door or window.

- “I don’t have money, Sir”, said a boy to his father, to be meaningful rather than inform, but also at the same time asking for money.

Sentences that contain the follow perlocutionary is would have meant that the effect of the sentence or statement that came out, so perlocutionary act emphasise the results of an utterance.

B. The types of Speech Act

1. Direct Speech Act

For direct speech act we have a declarative sentence type, which is dedicated to assertions; an interrogative sentence type, which is dedicated to



questions; and an imperative sentence type, which is dedicated to orders and requests.

The type of speech acts that we have been considering are called direct speech act, since their perform their function in a direct and literal manner. When trying to identify the type of speech act, we should consider its literal meaning by considering its form. With the speech acts of questioning, asserting, requesting, and ordering, we have seen that each has a particular form associated with it- interrogative, declarative, imperative, and respectively.

2. Indirect Speech Act

Sentence that perform indirect speech acts are not direct, literal statements of various acts to be performed. Typically, with an indirect speech act, what the speaker actually means is different from what she or he literally says.

There are several ways to determine if an utterance is an indirect speech act. First check to see whether there is a performative verb in the sentence, since only direct speech acts are accomplished using performative verbs, never



indirect speech act, if the utterance contains a performative verbs, it must be a direct speech act. If it doesn't, it might be indirect.

If there is a no performative verb in the sentence, check the sentence type to see if it corresponds to the sentence type typically used to perform a certain speech act. For example an assertion is typically performed with a declarative sentence, a question is typically performed with an imperative. However, a declarative sentence is used to ask a question, thus this sentences perform indirecct speech acts.

1. 7 Significant of the Research

The significance of this research is to submit the writer in English Education Department of Education Faculty of Syekh Nurjati State Institute for islamic Studies in partial fulfillment of the requirements for Islamic Schoolar Degree in English Education. In order to fullfill the last assignment as University Student.

The writer hopes this research would be useful as knowledge for the readers and writer itself about literature scope especially speech act. The writer also hopes the reader willl understand the meaning about speech



act from the advertisement in “Tempo English” magazine and know the different of locutionary act, perlocutionary act and illocutionary act.

1.8 Methodology of the Research

Research is the systematic approach towards purposeful investigation. This needs formulating a hypothesis, collection of data on relevant variables, analyzing and interpreting the result and reaching conclusions either in the form of a solution or certain generations (Bhattacharya, 2003:12).

Methodology itself comes from Greece words “metha” means procedure or means science. From the explanation above, it can be concluded that research methodology is a set of procedure that is used in order to find systematically the answer to a question or the resolution of a problem with the support of some demonstrable data.

In this study the writer considers that descriptive method is the most suitable method to analyze the magazine. In analyzing the magazine the writer also uses the procedure which is not much different from other scientific methods. The used of descriptive methods of the



study including type of the study, data collecting method and data analyzing technique.

1.8.1 The Objective of the Research

Based on the question of the research, the writer formulated the objective of the research to find out the type of the speech act in “Tempo English” magazine and to find out the Locutionary, Ilocutionary and Perlocutionary act in advertisement of “Tempo English” magazine.

The object of the research is the 13 advertisements that found in the magazine. Then the writer analyze them to find out the type of speech. The subject of the research is “Tempo English” magazine.

According to Denzin and Lincoln(1978) in Moeleong state that qualitative research is a research that use naturalistic background, that have purpose to describe phenomenon and do with the way of other method.

1.8.2 The Technique of Collecting Data

Data collecting method is the way which is used by the writer to get exact and factual data. The data in this thesis are collected through the library research method to collect the data needed. In this method the writer to look for, to find and to analyze the various book as a written resource. Another step



done by the writer is reading and recording the magazine directly and the theory which is relevance with the discussion.

The way is done to collect the data from the magazine, after the data have been collected, they will be classified and analyzed by using the qualitative method approach those method are used to know the sentence type and speech act in the “Tempo English” magazine and to describe them in the view of Searle theory.

The writer uses the descriptive method to describe the data will be obtained in the “Tempo English” magazine. The data collecting is supported by some references such as critical books, and some journal about the speech act. The writer analyzed the content of the advertisement in the “Tempo English” magazine on 30 June 2015 until 15 February 2016.

1.8.3 Data Analyzing Technique

Research method is one of the important steps to make good result of the research. The research will not exist if there is no problem, Before the research, the writer using the method to arrange the step of the research. In this research the researcher use qualitative research. According to Denzin and Lincoln(1978) in Moeleong stated that qualitative research is a research that use naturalistic background, that have purpose to describe phenomenon and do with the way of other method.



In this research the researcher used “Tempo English” magazine as the object of the research. The content of the anlysis is to describe the Analysis of Pragmatic Aspect of Advertisement language used in “Tempo English” magazine. The correlation of using magazine to analayze the pragmatic, advertisement language, and code of ethics.

1. 9 Previous Study

Before the researcher write this research, the researcher was read some thesis that related to this research. There are some reserachers that anlyzed and studied about the pragmatic. To support of this research,the researcher can review some research that have related to the writer’s research.

Teguh Putro (2008) analyzed *Pragmatic Analysis of Headlines Advertisement of Mobile Phone*. This research is aimed to describe that the type of headline advertisement of mobile phone and to find the implicature of the headlines advertisement. In finding the objective of the researcher refers to Bovve and Aren’s theory. To describe the researcher refers to the theory of speech context by Nunan. The result of the research paper is there are five types of headline used in mobile advertisement (benefit headlines, provocative headlines, news headline, question headline and command headline). The most general headline used in mobile phone advertisement is news or information headline. The



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implicature in mobile phones advertisement inferred by showing the headline is to give the product more interesting and to persuade the readers to buy the products or the mobile phone.

Dian Fatichah Achfan (2012) *Analysis of Pragmatic aspect of Advertisement Language used in the Jakarta Post Newspaper*. This research is deals with the pragmatic study in advertisement language that is used in the Jakarta Post newspaper that focus on pragmatic aspect in advertisement language. the writer find some research as follows: firstly, Advertisement in Jakarta Post contain principles using the original language, using the interesting and suggestive expression, using the positive meaning words and the advertisement text straight on the target. Secondly, pragmatic in advertisement language consist of three aspect locutionary, illocutionary, and perlocutionary act. Learning of pragmatic can increase the language skills.

So, related to the context of the current research is the writer want to analyze Pragmatic aspect language in the advertisement that used media of “Tempo English” magazine. The researcher hopes it can be a contribution for other researcher to study about pragmatic.



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